

Strategic Communications Plan for the Indiana Injury Prevention Guide

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Division of Trauma and Injury Prevention



Indiana State
Department of Health

Email questions to: indianatrauma@isdh.in.gov

Why Prevent Injuries?

- Injuries can be devastating
- Injuries can be deadly
- Injuries are costly
- Injuries are preventable

“Prevention is the vaccine for the disease of injury” – *American College of Surgeons-Committee on Trauma*

Primary Goals of Project

1. Create a document that can provide easily accessible and understandable data and information on the size and scope of specific injury problems in Indiana.
2. Highlight evidence-based solutions to the problem of injury



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Secondary Goals of Project

1. Enhance the skills, knowledge, and resources of the injury prevention workforce
2. Bring attention to the burden of injury in Indiana
3. Generate energy around the available resources
4. Add a personal story to make problem seem more realistic
5. Promote injury as a priority for the Division of Trauma and Injury Prevention



Maria Brann, PhD, MPH

Indiana University- Purdue University- Indianapolis
Comm C591 Course Students

INJURY RESOURCE GUIDE: HEALTH COMMUNICATION DISSEMINATION

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Next Meetings

- Thursday, June 18, 2015: 1 p.m.-3 p.m. EST
- Thursday, September 17, 2015: 1 p.m.-3 p.m. EST
- Thursday, December 10, 2015: 1 p.m.-3 p.m. EST
 - Rice Auditorium at ISDH



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Contact

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